

IN THE CLAIMS:

The following is a complete list of the claims now pending. This listing replaces all earlier versions and listings of the claims.

Claim 1 (previously presented): A discounting system, said system comprising:

first memory means for storing advertisement information;

advertisement appending means provided in a printer for appending an advertisement based on the advertisement information stored in said first memory means to media together with a given image to be printed;

second memory means for storing appending information of the advertisement appended by said advertisement appending means to the media;

discount ticket issuing means for issuing discount tickets according to the appending information stored in said second memory means; and

discount rate determination means for determining a discount rate of a purchase price of a new article on the basis of the discount ticket issued by said discount ticket issuing means,

wherein the advertisement information previously stored in said first memory means is supplied by an advertisement supplier and said discounting system further comprises advertisement fee calculation means for calculating an advertisement fee paid by the advertisement supplier according to the discount rate of the purchase price of a new cartridge.

Claim 2 (previously presented): A discounting system according to claim 1, wherein said discount ticket issuing means issues the discount ticket when a cartridge has no remaining material.

Claim 3 (previously presented): A discounting system according to claim 1, wherein the discount ticket issued by said discount ticket issuing means has a record of the advertisement appending information stored by said second memory means.

Claim 4 (previously presented): A discounting system according to claim 2, wherein the discount ticket issued by said discount ticket issuing means is a multiple cutoff-type discount ticket whose quantity depends upon the advertisement appending information stored in said second memory means.

Claim 5 (previously presented): A discounting system according to claim 3, wherein the discount ticket issued by said discount ticket issuing means also has a record of an ID of the printer in which the cartridge has been installed.

Claim 6 (previously presented): A discounting system according to claim 1, wherein the advertisement appending information stored in said second memory means is size information of the advertisement appended to the media by said advertisement appending means.

Claim 7 (previously presented): A discounting system according to claim 1, wherein the advertisement appending information stored in said second memory means is quantity information of the advertisement appended to the media by said advertisement appending means.

Claim 8 (canceled)

Claim 9 (previously presented): A discounting system according to claim 1, wherein the advertisement information previously stored in said first memory means is information of a plurality of advertisements supplied by a plurality of advertisement suppliers and said advertisement fee calculation means individually calculates the advertisement fee paid by each advertisement supplier on the basis of the appending information of each advertisement.

Claim 10 (original): A discounting system according to claim 1, further comprising mode selection means for selecting whether said advertisement appending means appends the advertisement to the media for printing or the advertisement is not appended for printing.

Claim 11 (currently amended): A ~~discounting~~ benefit providing system, said system comprising:

first memory means for storing advertisement information;

advertisement print means for printing an advertisement based on the advertisement information stored in said first memory means together with a given print data on media when the given print data is printed;

second memory means, provided in a cartridge detachably mounted on a printer, for storing history information indicating that the advertisement is printed by said advertisement print means;

acquisition means for acquiring the history information stored in said second memory means; and

~~discount~~ benefit information determination means for determining ~~discount~~ benefit information according to the history information acquired by said acquisition means.

Claim 12 (currently amended): A ~~discounting~~ benefit providing system according to claim 11, wherein said first memory means is a cartridge detachably mounted on a printer or is provided in the printer.

Claim 13 (currently amended): A ~~discounting~~ benefit providing system according to claim 11, wherein said first memory means and said second memory means are provided in the cartridge and they comprise their own memory sections, respectively.

Claim 14 (currently amended): A ~~discounting~~ benefit providing device, said device comprising:

acquisition means for acquiring history information of printing an advertisement based on advertisement information stored in a memory section of a cartridge mounted on a printer together with given print data to a media from the memory section of the cartridge; and

~~discount~~ benefit information determination means for determining ~~discount~~ benefit information on the basis of the history information acquired by said acquisition means.

Claim 15 (currently amended): A cartridge detachably mounted on a printer, said cartridge comprising:

recording agent container means for containing a recording agent for printing on media; and

memory means for storing history information of appending an advertisement based on advertisement information stored in a given memory section to the media together with a given print data when the given print data is printed,

wherein the history information stored in said memory means is read by a reader and used for determining ~~discount~~ benefit information by using the reader.

Claim 16 (previously presented): A cartridge according to claim 15, wherein the given memory section is a cartridge or is provided in the printer.

Claim 17 (currently amended): A print controller, said controller comprising:

readout means for reading out advertisement information stored in a first memory section;

print control means for printing and controlling the advertisement information read out by said readout means together with given print data on media when the print data is printed; and

memory control means for storing history information indicating an appending history of an advertisement based on the advertisement information stored in the first memory section into a second memory section provided in a cartridge detachably mounted on a printer,

wherein the history information is used for determining ~~discount~~ benefit information.

Claim 18 (previously presented): A print controller according to claim 17, wherein said print controller issues a discount ticket for a user to purchase an article and controls the printing on the basis of the history information.

Claim 19 (currently amended): A print controller according to claim 17, wherein the history information stored in the second memory section by said memory control means can be read from an external device and the history information read to the external device is used for determining ~~a discount rate when a user purchases an article~~ benefit information.

Claim 20 (previously presented): A print controller according to claim 17, wherein said print control means causes the history information stored in the second memory section provided in the cartridge to be printed together with print data transmitted externally.

Claim 21 (previously presented): A print controller according to claim 17, further comprising discrimination means for discriminating whether an advertisement appending mode is designated and control means for controlling the second memory section to store the history information if said discrimination means discriminates that the advertisement appending mode is designated.

Claim 22 (previously presented): A print controller according to claim 17, wherein the first memory section is provided in a printer.

Claim 23 (previously presented): A print controller according to claim 17, wherein each of the first memory section and the second memory section comprises a physically single memory device.

Claim 24 (previously presented): A discounting method, said method comprising:

a readout step, of reading advertisement information;

an appending step, of appending an advertisement based on the advertisement information read in said readout step to media together with a given image to be printed at printing on the media;

a storing step, of storing the appending information of the advertisement appended in said appending step;

a discount ticket issuing step, of issuing a discount ticket on the basis of the appending information stored in said second storing step; and

a discount rate determination step, of determining a discount rate of a purchase price of a new cartridge article on the basis of the discount ticket issued in said discount ticket issuing step at purchasing the new article,

wherein the advertisement information readout in said readout step is supplied by an advertisement supplier and said discounting method further comprises an advertisement fee calculation step, of calculating an advertisement fee paid by the advertisement supplier according to the discount rate of the purchase price of a new cartridge.

Claim 25 (currently amended): A ~~discounting~~ benefit providing method, said method comprising:

a readout step, of reading advertisement information;

an appending step, of printing an advertisement based on advertisement information read in said readout step together with a given print data when the given print data is printed;

a storing step, of storing history information generated in said
appending step into a memory unit provided in a cartridge detachably mounted on a printer;
an acquisition step, of acquiring the history information stored in
said storing step; and
a ~~discount~~ benefit information determination step, of determining
~~discount~~ benefit information on the basis of the history information acquired in said
acquisition step.

Claim 26 (currently amended): A ~~discounting~~ benefit providing method,
said method comprising:

an acquisition step, of acquiring history information of printing an
advertisement based on advertisement information stored in a memory section of a
cartridge mounted on a printer together with given print data to a media from the memory
section of the cartridge; and
a ~~discount~~ benefit information determination step, of determining
~~discount~~ benefit information on the basis of the appending information acquired in said
acquisition step.

Claim 27 (currently amended): A print control method, said method
comprising:

a readout step, of reading advertisement information stored in a first
memory section;

a print controlling step, of printing and controlling the advertisement information read in said readout step; and

a storing step, of storing history information indicating an appending history of an advertisement based on the advertisement information stored in the first memory section into a second memory section provided in a cartridge detachably mounted on a printer,

wherein the history information is used for determining ~~discount~~ benefit information.

Claim 28 (previously presented): A discounting program to be executed by a computer, said program comprising:

code for a readout step, of reading advertisement information;

code for an appending step, of appending an advertisement based on the advertisement information read in said readout step to media together with a given image to be printed at printing on the media;

code for a storing step, of storing the appending information of the advertisement appended in said appending step;

code for a discount ticket issuing step, of issuing a discount ticket on the basis of the appending information stored in said second storing step; and

code for a discount rate determination step, of determining a discount rate of a purchase price of a new article on the basis of said discount ticket issued in said discount ticket issuing step when the new article is purchased,

wherein the advertisement information readout in said readout step is supplied by an advertisement supplier and said program further comprises code for an advertisement fee calculation step, of calculating an advertisement fee paid by the advertisement supplier according to the discount rate of the purchase price of a new cartridge.

Claim 29 (currently amended): A ~~discounting~~ benefit providing program to be executed by a computer, said program comprising:

code for a readout step, of reading advertisement information;

code for an appending step, of printing an advertisement based on the advertisement information read in said readout step together with a given print data when the given print image is printed;

code for a storing step, of storing history information generated in said appending step into a memory unit provided in a cartridge detachably mounted on a printer;

code for an acquisition step, of acquiring the history information stored in said storing step; and

code for a ~~discount~~ benefit information determination step, of determining ~~discount~~ benefit information on the basis of the appending history information acquired in said acquisition step.

Claim 30 (currently amended): A ~~discounting~~ benefit providing program to be executed by a computer, said program comprising:

code for an acquisition step, of acquiring history information of printing an advertisement based on advertisement information stored in a memory section of a cartridge mounted on a printer together with given print data to a media from the memory section of the cartridge; and

code for a ~~discount~~ benefit information determination step, of determining ~~discount~~ benefit information on the basis of the appending information acquired in said acquisition step.

Claim 31 (currently amended): A print control program to be executed by a computer, said program comprising:

code for a readout step, of reading advertisement information stored in a first memory section;

code for a print controlling step, of printing and controlling the advertisement information read in said readout step; and

code for a storing step, of storing history information indicating an appending history of an advertisement based on the advertisement information stored in the first memory section into a second memory section provided in a cartridge detachably mounted on a printer,

wherein the history information is used for determining ~~discount~~ benefit information.

Claims 32-35 (canceled)

Claim 36 (currently amended): A ~~discounting~~ benefit providing system according to claim 11, wherein the advertisement comprises a logo mark.

Claim 37 (currently amended): A ~~discounting~~ benefit providing system according to claim 11, further comprising discrimination means for discriminating whether an advertisement appending mode is designated and control means for controlling said second memory means to store the history information if said discrimination means discriminates that the advertisement appending mode is designated.

Claim 38 (currently amended): A ~~discounting~~ benefit providing system, said system comprising:

first memory means for storing advertisement information;

advertisement appending means for appending an advertisement based on the advertisement information stored in said first memory means together with a given image on a media when the given image is printed;

second memory means for storing appending information indicating that the advertisement is appended by said advertisement appending means;

acquisition means for acquiring the appending information stored in said second memory means;

~~discount~~ benefit information determination means for determining ~~discount~~ benefit information according to the appending information acquired by said acquisition means; and

fee calculation means for calculating an advertisement fee to be paid by an advertisement supplier on the ~~discount~~ benefit information determined by said ~~discount~~ benefit information determination means.

Claim 39 (currently amended): A ~~discounting~~ benefit providing device according to claim 14, wherein the advertisement comprises a logo mark.

Claim 40 (currently amended): A ~~discounting~~ benefit providing device according to claim 14, wherein the printer has control means for controlling the cartridge memory section to store the history information in an advertisement appending mode.

Claim 41 (currently amended): A cartridge detachably mounted on a printer, said cartridge comprising:

recording agent container means for containing a recording agent for printing on a media;

memory means for storing appending information of appending an advertisement based on advertisement information stored in a given memory section to the media together with a given image when the given image is printed, wherein the appending information stored in said memory means is read by a reader and used for determining ~~discount~~ benefit information by using the reader; and

fee calculation means for calculating an advertisement fee to be paid by an advertisement supplier based on the determined ~~discount~~ benefit information.

Claim 42 (previously presented): A cartridge according to claim 15, wherein the advertisement comprises a logo mark.

Claim 43 (currently amended): A print controller, said controller comprising:

readout means for reading out advertisement information stored in a first memory section;

print control means for printing and controlling the advertisement information read out by said readout means;

memory control means for storing appending information indicating an appending status of an advertisement based on the advertisement information stored in the first memory section into a second memory section provided in a cartridge detachably mounted on a printer, wherein the appending information is used for determining ~~discount~~ benefit information; and

fee calculation means for calculating an advertisement feed to be paid by an advertisement supplier based on the determined ~~discount~~ benefit information.

Claim 44 (previously presented): A print controller according to claim 17, wherein the advertisement comprises a logo mark.

Claim 45 (new): A benefit providing system according to claim 11, wherein the benefit information determined by said benefit information determination means is discount information.

Claim 46 (new): A benefit providing system according to claim 45, wherein the discount information includes at least one of a discount or a free provision of an article when a given number of points are accumulated, or a discount rate.

Claim 47 (new): A benefit providing system according to claim 14, wherein the benefit information determined by said benefit information determination means is discount information.

Claim 48 (new): A benefit providing device according to claim 47, wherein the discount information includes at least one of a discount or a free provision of an article when a given number of points are accumulated, or a discount rate.

Claim 49 (new): A cartridge according to claim 15, wherein the benefit information determined by the reader is discount information.

Claim 50 (new): A cartridge according to claim 49, wherein the discount information includes at least one of a discount or a free provision of an article when a given number of points are accumulated, or a discount rate.

Claim 51 (new): A print controller according to claim 17, wherein the determined benefit information is discount information.

Claim 52 (new): A print controller according to claim 51, wherein the discount information includes at least one of a discount or a free provision of an article when a given number of points are accumulated, or a discount rate.

Claim 53 (new): A benefit providing method according to claim 25, wherein the benefit information determined in said benefit information determination step is discount information.

Claim 54 (new): A benefit providing method according to claim 53, wherein the discount information includes at least one of a discount or a free provision of an article when a given number of points are accumulated, or a discount rate.

Claim 55 (new): A benefit providing method according to claim 26, wherein the benefit information determined in said benefit information determination step is discount information.

Claim 56 (new): A benefit providing method according to claim 55, wherein the discount information includes at least one of a discount or a free provision of an article when a given number of points are accumulated, or a discount rate.

Claim 57 (new): A print control method according to claim 27, wherein the determined benefit information is discount information.

Claim 58 (new): A print control method according to claim 57, wherein the discount information includes at least one of a discount or a free provision of an article when a given number of points are accumulated, or a discount rate.

Claim 59 (new): A benefit providing program according to claim 29, wherein the benefit information determined by said benefit information determination code is discount information.

Claim 60 (new): A benefit providing program according to claim 59, wherein the discount information includes at least one of a discount or a free provision of an article when a given number of points are accumulated, or a discount rate.

Claim 61 (new): A benefit providing program according to claim 30, wherein the benefit information determined by said benefit information determination code is discount information.

Claim 62 (new): A benefit providing program according to claim 61, wherein the discount information includes at least one of a discount or a free provision of an article when a given number of points are accumulated, or a discount rate.

Claim 63 (new): A print control program according to claim 31, wherein the determined benefit information is discount information.

Claim 64 (new): A print control program according to claim 63, wherein the discount information includes at least one of a discount or a free provision of an article when a given number of points are accumulated, or a discount rate.

Claim 65 (new): A benefit providing system according to claim 38, wherein the benefit information determined by said benefit information determination means is discount information.

Claim 66 (new): A benefit providing system according to claim 65, wherein the discount information includes at least one of a discount or a free provision of an article when a given number of points are accumulated, or a discount rate.

Claim 67 (new): A cartridge according to claim 41, wherein the benefit information determined by the reader is discount information.

Claim 68 (new): A cartridge according to claim 67, wherein the discount information includes at least one of a discount or a free provision of an article when a given number of points are accumulated, or a discount rate.

Claim 69 (new): A print controller according to claim 43, wherein the determined benefit information is discount information.

Claim 70 (new): A print controller according to Claim 69, wherein the discount information includes at least one of a discount or a free provision of an article when a given number of points are accumulated, or a discount rate.